

Message Text

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PAGE 01 STATE 120853

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FM SECSTATE WASHDC

TO AMEMBASSY TUNIS

USINT ALGIERS

INFO AMEMBASSY RABAT

AMCONSUL CASABLANCA

UNCLAS STATE 120853

E.O. 11652: N/A

TAGS: BEXP BTRA AG MO TS

SUBJ: PROPOSED BUYING MISSIONS TO U.S.; PROPOSED FOLLOW-UP
TO HOSPITAL/MEDICAL TRADE MISSION

REF: A) ALGIERS 1120, B) TUNIS 3233, C) STATE A-2270,
D) STATE A-2763, E) STATE A-3692

1. SUMMARY: WE APPRECIATE OUTSTANDING POST EFFORTS ON
BEHALF RECENT HOSPITAL/MEDICAL TRADE MISSION WHICH CONTRIBUTED
TO ENTHUSIASTIC HOST GOVERNMENT RESPONSE. COMMERCE ENCOURAGES
HOST COUNTRY MISSIONS TO U.S. IF THEY ARE SPECIALIZED BUYING
MISSIONS OR AT LEAST ORIENTED TOWARD INVESTIGATION U.S.
INDUSTRY, RATHER THAN HIGH-LEVEL PROTOCOL VISITS WHICH MIGHT
BETTER BE ARRANGED THROUGH OTHER PROGRAMS. WE ARE NOT RPT NOT
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PAGE 02 STATE 120853

OPTIMISTIC RE: POSSIBILITY OF SENDING SECOND COMMERCE-RECRUITED

HOSPITAL/MEDICAL TRADE MISSION IN 1975 IN RESPONSE TO ALGERIAN REQUEST, BUT WILL ACTIVELY ENCOURAGE INITIATIVES BY U.S. PRIVATE SECTOR. END SUMMARY.

2. BELIEVE VISITS TO U.S. BY ALGERIAN AND/OR TUNISIAN PUBLIC AND/OR PRIVATE MEDICAL MISSION WOULD BE EXCELLENT AND TIMELY FOLLOW-UP TO RECENT U.S. TRADE MISSION. COMMERCE RESOURCES, HOWEVER, COULD BE APPLIED TOWARD ASSISTING SUCH GROUPS ONLY IF THEY ARE SELF-FINANCED, SPECIALIZED, LIMITED IN SIZE AND INTEND TO BUY OR ENGAGE IN SERIOUS DISCUSSIONS WHICH MAY RESULT IN SALES AS EXPLAINED REFAIRGRAMS C, D AND E (EXTRA COPIES BEING POUCHED). COMMERCE DOES NOT RPT NOT ENCOURAGE NON-BUYING PROTOCOL VISITS BY OFFICIALS WHO MIGHT BETTER BE SUPPORTED BY OTHER POST/STATE PROGRAMS.

3. COMMERCE'S FOREIGN BUYER PROGRAM (SEE REFAIRGRAMS) WOULD BE ABLE SUGGEST GENERAL PROGRAM AND ITINERARY IF NECESSARY FOR VISITING FOREIGN BUYERS, AND WOULD ALERT POTENTIAL CONTACTS AND ASSIST MAKING APPOINTMENTS ONCE GROUP ARRIVES IN U.S.

4. POSTS MAY WISH SUGGEST TO INTERESTED PARTIES THAT THEY SCHEDULE VISIT AROUND AMERICAN HEALTH CONGRESS, CHICAGO, AUGUST 12-15, 1974. THIS IS DESCRIBED AS THE MAJOR MEDICAL EQUIPMENT/HEALTH INDUSTRY TRADE SHOW WHICH REGISTERED 22,000 VISITORS AND 450 EXHIBITING MANUFACTURERS/SERVICE COMPANIES IN 1973. VISITORS WOULD HAVE EXCELLENT OPPORTUNITY SEE EQUIPMENT, MEET WITH EXHIBITORS, AND OBSERVE TECHNICAL/FILM PRESENTATIONS DURING CONGRESS, THEN FOLLOW-UP WITH INDIVIDUAL APPOINTMENTS AFTER SHOW. COMMERCE REPS WILL BE AT CONGRESS TO BRING TOGETHER FOREIGN BUYERS AND U.S. FIRMS. WE ARE POUCHING PROMOTIONAL LITERATURE ON SHOW TO POSTS.

5. RE: ALGERIAN REQUEST FOR SECOND COMMERCE-RECRUITED FOLLOW-UP TRADE MISSION, OUR THOUGHTS ARE GUIDED LARGELY BY LIMITED COMMERCE BUDGET AVAILABLE FOR TRADE PROMOTIONAL EVENTS IN AFRICA. OUR FEELING IS THAT 1) RECENT HOSPITAL/MEDICAL TRADE MISSION OFFERED HOST COUNTRIES REPRESENTATIVE SAMPLING OF THE BEST OF U.S. INDUSTRY; 2) DESPITE SUCCESS OF RECENT MISSION WE SHOULD NOT EXPECT THAT MOST PARTICIPATING COMPANIES WILL WISH REPEAT PARTICIPATION IN 1975 FOLLOW-UP
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PAGE 03 STATE 120853

MISSION SINCE THEY HAVE MADE THEIR PRIMARY CONTACTS ALREADY; 3) NEW MISSION WOULD REQUIRE DROPPING ANOTHER ALREADY SCHEDULED MISSION BECAUSE OF COMMERCE'S LIMITED AND ALREADY PROGRAMMED BUDGET; 4) ALTHOUGH WE ARE DELIGHTED WITH MULTIPLE SUCCESSES OF RECENT TRADE MISSION AND INTEREST OF HOST COUNTRY OFFICIALS, WE FEEL OUR LIMITED RESOURCES ARE BETTER SPENT INTRODUCING OTHER, DIFFERENT U.S. INDUSTRY SECTORS TO NORTH AFRICAN MARKETS WHILE AT SAME TIME DOING UTMOST TO

ENCOURAGE PRIVATE FOLLOW-UP BY INDIVIDUAL MISSION MEMBERS
AND/OR PRIVATE INDUSTRY-ORGANIZED MISSION.

6. WE INTEND SOUND OUT MISSION MEMBERS AND TRADE ASSOCIATIONS
FOR THEIR THOUGHTS ON PRIVATELY ORGANIZED FOLLOW-UP MEDICAL
MISSION AND WILL KEEP POST INFORMED. WE WILL GIVE MAXIMUM
DISTRIBUTION TO PUBLICITY ON RECENT MISSION AND NORTH AFRICAN
MEDICAL EQUIPMENT MARKET TO FIRM S AND ASSOCIATIONS AND MAXIMUM
CONSIDERATIONS TO ASSISTANCE OF IOGA (INDUSTRY-ORGANIZED,
GOVERNMENT-APPROVED) TRADE MISSION IF PRIVATE INTEREST IS
CONFIRMED. NOTE THAT IOGA MISSION MAY NOT NECESSARILY
INCLUDE SEMINAR ALTHOUGH WE WOULD ENCOURAGE IT.

7. ACTION REQUESTED: A) PLEASE PASS ABOVE (PARAS 1, 2 AND 3)
AS APPROPRIATE TO INTERESTED HOST COUNTRY PARTIES AND IF
LOCAL INTEREST FOR BUYING MISSION TO U.S. IS CONFIRMED,
KEEP COMMERCE INFORMED OF NAMES OF VISITORS, DATES OF VISIT,
AND ASSISTANCE REQUIRED. B) FOR ALGIERS: POST COMMENT
INVITED RE: PARAS 5 AND 6. KISSINGER

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